

Message Text

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PAGE 01 HELSIN 00152 231607Z

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SUBJ: POST INPUT TO THE BIC TRADE PROMOTION PROGRAM/BEST
PROSPECTS

REF: 1. A-9312, NOVEMBER 12, 1973

2. HELSINKI A-322, DECEMBER 21, 1973

SUMMARY: NEARLY ALL THE TARGET INDUSTRIES CITED IN A-9312
HAVE EXCELLENT SALES PROSPECTS IN FINLAND. SALES IN THIS
MARKET OF THIRTEEN OF THE TARGET INDUSTRIES HAVE IN-
CREASED AT A MORE RAPID PACE THAN THE OVERALL 18 PERCENT RISE
OF THE VALUE OF FINNISH IMPORTS BETWEEN 1972 AND 1970.
BASED ON THE TABLE INCLUDED IN THIS CABLE THE TARGET
INDUSTRIES CAN BE RANKED AS FOLLOWS:

I HIGH DEMAND AND HIGH GROWTH RATE (50-100 PERCENT)
ENERGY SYSTEMS; COMMUNICATIONS EQUIPMENT AND SYSTEMS;
COMPUTERS AND RELATED EQUIPMENT ; BUILDING AND
CONSTRUCTION SUPPLIES AND EQUIPMENT;

II HIGH DEMAND AND MODERATE GROWTH RATE (20-35 PERCENT)
METAL WORKING AND FINISHING MACHINERY AND EQUIPMENT;
PROCESS CONTROL INSTRUMENTATION; FOOD PROCESSING AND
PACKAGING EQUIPMENT; LABORATORY INSTRUMENTATION;

III MODERATE DEMAND AND HIGH GROWTH RATE (43-83 PERCENT)
POLLUTION CONTROL INSTRUMENTATION AND EQUIPMENT;
HEALTH CARE INDUSTRIES EQUIPMENT AND INSTRUMENTATION;
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PAGE 02 HELSIN 00152 231607Z

AVIATION ELECTRONICS AND INSTRUMENTATION; GRAPHIC

ARTS EQUIPMENT;

IV MODERATE DEMAND AND MODERATE GROWTH (37 PERCENT)
ELECTRONIC COMPONENTS

V LOW DEMAND AND LOW GROWTH (LESS THAN 20 PERCENT)
BUSINESS EQUIPMENT AND SYSTEMS; ELECTRONICS PRODUCTION EQUIPMENT AND RELATED MATERIALS.

THIS RANK ORDER OF TARGET INDUSTRIES CAN BE UTILIZED BY THE DEPARTMENT FOR SELECTING THEMES FOR TRADE FAIR PARTICIPATION, TRADE MISSIONS AND CATALOG SHOWS IN FINLAND. END SUMMARY.

1. IMPORT DATA SUPPORTING THE CONCLUSION OF THE SUMMARY PARAGRAPH IS AS FOLLOWS. IMPORTS ARE GIVEN IN MILLIONS OF FINNMARKS. USING AN EXCHANGE RATE OF \$1.00 EQUALS 4 FMKS WILL GIVE AN APPROXIMATE DOLLAR VALUE.

IMPORT INCREASE FOR TARGET INDUSTRIES: 1972 CONTRASTED WITH 1970 BY VALUE (FINNMARKS & PERCENTAGE INCREASE)

INDUSTRY	1972	1970	INCREASE IN	PERCENT
	FINNMARKS INCREASE			
1. COMPUTERS & RELATED EQUIP.	126 71	55	76	PERCENT
2. ENERGY SYSTEMS	417 213	204	96	PERCENT
3. ELECTRONICS PRODUCTION EQUIPMENT	63 62	2	3	PERCENT
4. METAL WORKING AND FINISHING	248 184	64	35	PERCENT
5. PROCESS CONTROL INSTRUMENTATION	217 181	36	20	PERCENT
6. ELECTRONIC COMPONENTS	92 67	25	37	PERCENT
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PAGE 03 HELSIN 00152 231607Z				
7. BUSINESS EQUIPMENT AND SYSTEMS	73 64	10	15	PERCENT
8. BUILDING AND CONSTRUCTION SUPPLIES & EQUIP.	156 103	54	51	PERCENT
9. AVIATION ELECTRONICS & INSTRUMENTATION	52 37	16	43	PERCENT

10. LABORATORY INSTRUMENTATION 132 101 31 31 PERCENT

11. POLLUTION CONTROL
INSTRUMENTATION &
EQUIPMENT 52 28 24 83 PERCENT

12. FOOD PROCESSING &
PACKAGING 141 107 34 32 PERCENT

13. HEALTH CARE INDUSTRIES EQUIP. AND
INSTRUMENTATION 77 54 23 43 PERCENT

14. COMMUNICATIONS EQUIP.
AND SYSTEMS 364 212 151 71 PERCENT

15. GRAPHIC ARTS
EQUIPMENT 49 33 16 47 PERCENT

NUMBERED AS IN A-9312

2. A BREAKDOWN OF IMPORTS BY COUNTRY OF ORIGIN FOR 1972
IS STILL NOT AVAILABLE BUT IS EXPECTED BY THE END OF
JANUARY. THE EMBASSY WILL THEN SUBMIT AN AIRGRAM ALONG
THE LINES REQUESTED IN A-9312 GIVING COUNTRIES OF
ORIGIN, FINNISH INDUSTRIAL PRODUCTION WHERE APPLICABLE
AND WILL IDENTIFY PARTICULARLY PROMISING PRODUCT
CATEGORIES WITHIN THE TARGET INDUSTRIES.
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